

Message Text

UNCLASSIFIED

PAGE 01 TOKYO 08057 170958Z

44

ACTION EA-10

INFO OCT-01 ISO-00 EB-07 USIA-15 DIWY-01 CU-04 /038 W

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R 170855Z JUN 75

FM AMEMBASSY TOKYO

TO USDOC USTS

INFO SECSTATE WASHDC 936

UNCLAS TOKYO 8057

E.O. 11652: N/A

TAGS: ETRD

SUBJECT: 50 STATES TV OPPORTUNITY

JW 5-560 FOR OIS. THE LEADING NATIONWIDE COMMERCIAL TELEVISION NETWORK IS INTERESTED IN PRODUCING FIFTY FIFTEEN-MINUTE FEATURES FOR AFTERNOON TELECAST ON TOP WOMEN'S PROGRAM. ONE TOP TRAVEL DESTINATION IN EACH OF THE FIFTY STATES WILL BE FEATURED WITH COMMENT BY STATE-APPOINTED YOUNG LADY ACTING AS LOCAL GUIDE WITH TITLE OF MISS CALIFORNIA, MISS NEVADA, MISS MAINE, ETC. PROJECT WILL REQUIRE CLOSE COOPERATION OF ALL STATE TOURISM BUREAUS. PROJECT CAN BE ABBREVIATED IF SOME STATES UNINTERESTED. THIS IS PERFECT OPPORTUNITY TO COMBINE BICENTENNIAL ANGLE WITH INT'L WOMEN'S YEAR. IF YOU THINK PROJECT FEASIBLE IN VIEW OF INTENSIVE STATES-LEVEL COOPERATION REQUIRED, PLS ADVISE ASAP AND WE WILL CONTINUE NEGOTIATIONS.
HODGSON

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TRADE PROMOTION, WOMEN, TELEVISION BROADCASTING
Control Number: n/a
Copy: SINGLE
Draft Date: 17 JUN 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975TOKYO08057
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750210-0700
From: TOKYO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750640/aaaabkyn.tel
Line Count: 42
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 1
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: greeneet
Review Comment: n/a
Review Content Flags:
Review Date: 03 MAR 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <03 MAR 2003 by PhilliR0>; APPROVED <17 FEB 2004 by greeneet>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: 50 STATES TV OPPORTUNITY JW 5-560 FOR OIS. THE LEADING NATIONWIDE COMMERCIAL TELEVISION
TAGS: ETRD, JA, US
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006